

**Canadian Travelers to**  
**CALIFORNIA**

**By**  
**CALIFORNIA TOURISM**

**February 2007**

## EXECUTIVE SUMMARY

### CANADIAN TRAVELERS TO CALIFORNIA

**Total Market.** Of 14,865,000 Canadian visitors to the U.S., 6.8%, or 1,036,000 visited California in 2005. This represented a 2.5% increase from 2004, but a decline in market share.

	Visitors to CA from Canada <sup>*</sup> (est.)	Canada to CA as % of total US
2000	1,036,000	7.1%
2001	910,000	6.7%
2002	874,000	6.7%
2003	890,000	7.0%
2004	983,000	7.1%
2005	1,007,900	6.8%

**Province of Residence.** Approximately 372,000 (37%) of Canadian visitors to California are residents of British Columbia, and 305,000 (30%) are from Ontario Province. Alberta and Quebec are home to 170,200 (17%) and 86,300 (9%) respectively.

**Purpose of Trip.** Among all German visitors to California in 2005, 47% reported vacation/holiday as the main trip reason. Other reasons for traveling included visiting friends/relatives (25%), conventions, trade shows and conferences (10%), and meetings (8%).

**Travel Party and Length of Stay.** The average party size is 1.87, with 41% of Canadian visitors traveling in groups of two adults, 21% traveling alone, 15% traveling in groups of 3 or more adults, 11% as two adults with children. Average length of stay is 8.57 nights. Fifty-five percent of Canadian person-visits involve a stay of 4-9 nights

**Transportation.** Seventy-seven percent of Canadian visitors enter California by plane, 18% by car.

**Accommodations.** Forty-five percent report staying only in hotels or motels, 19% only with friends and relatives, 3% camping or trailer parks, with the remaining staying in a combination of accommodations during their trip.

**Expenditures.** Visitors to California from Canada spent an average of \$377 per person per visit, for an estimated total impact of 710 million dollars in California in 2005.

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\* Source: U.S. Office of Travel and Tourism Industries/Stats Canada, except that 2005 is solely from Stats Canada.